

Methamphetamine Prevention and Public Education Campaign

Vendor Questions with Responses

Budget

The original RFP was wrong in Attachment B. The correct Budget amount is \$1,375,000. An amended version of Attachment B has been uploaded to <https://dss.sd.gov/keyresources/rfp.aspx>

- 1) Is the incumbent included in this review? - No
- 2) Is there a preference for the incumbent? - No
- 3) Is this RFP the result of a contract term expiring or a mandated review process? – Neither.
 - a. If yes, is the incumbent agency participating? – No
 - b. If not, why are you looking for a new agency partner now? - Meth use as well as arrest rates continue to be a concern in South Dakota. With the increased funding, there is an opportunity to do a much more comprehensive public awareness campaign than originally funded.
- 4) South Dakota 'Preference' Based Questions:
 - a. Will preference be given to South Dakota-based agencies? - No, preference will be given to offeror who best describes the familiarity and understanding of the demographics and geographical changes of the State of South Dakota related to this campaign.
 - b. Do we need to be located in South Dakota in order to be awarded this contract? -No
- 5) International Based Questions:
 - a. Whether companies from Outside USA can apply for this? (like, from India or Canada) - Yes, companies from outside the U.S. are able to submit a proposal for this project.
 - b. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) - Yes
 - c. Whether we need to come over there for meetings? - Meetings can be conducted via conference calls and video conferencing, but offerors should be able to attend on-site consultations or discussions if necessary.

- d. Can we submit the proposals via email? - No, review section 1.5 for proposal submission requirements.
- 6) Contract Length Questions:
- a. What is the life of the contract? One year or multiple years? – It is expected to run at minimum through May 2020; however, proposals may include recommendations for the lifespan of the campaign.
 - b. Is it anticipated that the campaign will be sustained after the initial contract ending May 2020? - Yes
- 7) How long will you run this campaign? – It is expected to run at minimum through May 2020; however, proposals may include recommendations for the lifespan of the campaign.
- 8) The RFP references a past campaign called Meth Changes Everything. Could we have access to those marketing materials for reference? - You can view the previous campaign, “Meth Changes Everything”, content here: <http://methchangeseverything.com/>
- 9) Our team reviewed the RFP today and wanted to discuss some of the prerequisites prior to submission. Unfortunately, our agency is not South Dakota based. It sounds like this is an important qualification for the awarded agency. In addition, while we have extensive experience in healthcare and pro-bono work, we do not have a portfolio of PSA work to share.
- a. Can you give us an idea of how important these two factors are in determining who is award your business? - Offerors do not need to be located in South Dakota to be awarded the bid. Preference will be given to offerors who best describes the familiarity and understanding of the demographics and geographical changes of the State of South Dakota related to this campaign. Section 4.5.1 allows for the submission of a comprehensive case study of a statewide campaign, or a government, pro bono or public service campaign.
- 10) In light of the many and varied tactics listed in this request, are you considering multiple firms to fulfill your needs? - The ideal proposal will fulfill all needs identified in the RFP.
- a. If yes, would you consider having a firm’s response identify only those areas where they believe themselves best suited? – Partial proposals are allowed; however, missing elements will be scored as missing during the evaluation process.

- 11) Can you provide a detailed budget that identifies investments in each of your tactic areas? - **Proposals should outline investments in each tactic area to achieve maximum campaign impact.**
- a. If not, might you share the budget numbers from the past year for review? - **Previous budget can be found by viewing the contract of the previous campaign. <https://open.sd.gov/contracts/08/19-0800-136.pdf>**
- 12) For distribution of press releases, what is the expectation for distribution of these pieces? - **Press releases will be coordinated by the offeror and the Department of Social Services (DSS).**
- a. Will the offeror be responsible for distribution to local and regional publications? - **The offeror may be responsible for distribution to local and regional publications.**
- 13) What is the call to action for the campaign? Are we driving people to the website for more information? - **The call to action for this campaign is to increase awareness of the negative impacts of methamphetamine use and to promote resources for prevention, treatment, and recovery. The State is open to proposals identifying the best method to ensure the call to action reaches South Dakotans.**
- 14) Are there additional educational materials available, needed or wanted to be added to this campaign? After reviewing the current website I didn't see much on prevention tools, warning signs, what to do if you know someone on meth, business aspect of what to do if you work in an environment where you come in contact with Meth paraphernalia. Just a deeper dive into how to handle an encounter with Meth on any level. - **The State is open to educational materials being developed as part of the campaign.**
- 15) Is there existing research that shows areas in South Dakota that are more prone to Meth use? **See the Crime in South Dakota Report: <https://atg.sd.gov/docs/SAC2018CSD%20black%20and%20white.pdf>**
- 16) Measure Success of Campaign:
- a. How will you measure success of the campaign? – **Past measures of success included web analytics and pre/post-test data from townhall and school presentations. Proposals may include how campaign success will be measured based on the tactics proposed.**
 - i. Web analytics?
 - ii. Arrest numbers?
 - iii. Deaths?
 - iv. Patient numbers at treatment facilities?
 - b. Defining Success
 - i. What does success look like in a year from now? Three years from now? – **Proposals may include how the proposed campaign will be**

measured for success. This may include but is not limited to increased knowledge in the number individuals recognizing the harms/dangers of meth use, a reduction in the number of meth related arrests, a reduction in the number of children being removed from homes because of meth/drug use.

- ii. What do you see as the biggest challenge(s) for the agency to overcome or tackle in this work? - Providing culturally relevant materials, especially for the tribal communities within the state as well as addressing the stigma of substance use disorder and combating the “it’s not going to happen to me/my family” mentality.
 - iii. Why are you looking for a new agency? –The funding available for this campaign provides for a much more comprehensive approach than was able to be supported in the original campaign.
- c. Do you have any metrics or key performance indicators by which you’ve measured past success or efficacy of meth awareness campaigns? – Past metrics monitored were web analytics and the number of adults and youth attending community town hall meetings and school presentations.
 - d. How will you measure success of the new statewide marketing campaign (problem awareness, less meth related crimes, etc.)? – See response to question 16bi.
 - e. How will you measure success? – See response to question 16bi.
- 17) Are you interested in a benchmark research study before and after the campaign to gauge shifts in overall methamphetamine awareness? - Yes
- 18) Has the state identified a measurement and/or goal to reduce meth use? – See response to question 16b i.
- 19) Could you share the evaluation results from the existing campaign, Meth Changes Everything? Did the evaluation assess changes in knowledge, attitudes, and behavior related to meth use? – Please see the *Meth Final Campaign Overview report document*.
- 20) What would you change about your recent campaign/was it successful? - The campaign was developed based on the amount of funding available at that time. With increased funding, we would expect impact to be much larger than what was capable with the original campaign. Please see question #19 for evaluation results.
- 21) Project Restraint Questions:

- a. Are you able to provide more detail about the “special project constraints” called out in section 4.14 so that we can provide a thorough response? *(The offeror must detail examples that document their ability and proven history in handling special project constraints.)* – This section provides the offeror an opportunity to explain how they will be able to be responsive and supportive of any unforeseen changes to the project. In addition, offerors who have experience or familiarity with project constraints can share how they responded.
- b. On page 8 the RFP mentions familiarity with working within special project constraints. Can you elaborate on what the special constraints for this RFP might be? – See response to 21a.
- c. What do you mean by “Special Project Constraints”? Please define. – It is not possible to predict what special project constraints may arise, however, the state wants to ensure the selected entity has successful experience in working through projects that have experienced challenges or constraints.
- d. Section 4.0 #4.15 - can you clarify what is meant by “special project constraints”? Please provide examples. – See response to 21c.

22) Target Audience

- a. Who is your target audience? – Methamphetamine use can affect anyone, so campaign messaging should reach broad demographics, including but not limited to American Indians and rural South Dakotans. The campaign will need to develop tactics specific to target audiences across all ages and demographics. The techniques used to message to adolescents ages 13-17 may differ from the messaging used to reach young adults ages 18-26 as well as taking into consideration the different impacted socioeconomic factors within the targeted populations and adjust the messaging accordingly.
- b. Do you have data or research to share on your target audience (behaviors, perceptions, attitudinal, etc.) – This will vary based on the audience, but data to review includes the following: Crime in South Dakota Reports <https://atq.sd.gov/docs/SAC2018CSD%20black%20and%20white.pdf>; National Survey on Drug Use and Health <https://www.samhsa.gov/data/data-we-collect/nsduh-national-survey-drug-use-and-health>, Treatment Episode Data Set (TES) <https://www.samhsa.gov/data/sites/default/files/cbhsq-reports/TEDS-2017.pdf>, and/or the Youth Risk Behavior Survey (YRBS) <https://www.cdc.gov/healthyyouth/data/yrbs/data.htm#2017>,
- c. Have any specific audiences seemed particularly receptive to the campaign? Refer to the *Meth Final Campaign Overview* report document.

- 23) Are there certain age groups and geographic pockets in South Dakota where meth use is more prevalent? – According to the most recent 2017 National Survey on Drug Use and Health (NSDUH), 18 to 26 (1.62%) year old have the highest percentage of individuals who reported using methamphetamine in the last year compared to those who were under 18 and older than 26. Please see <https://www.samhsa.gov/data/report/2016-2017-nsduh-state-specific-tables>
- 24) We know the target audience is statewide, but do you have any other specific information you can share with us? – See response to question 22a.
- 25) Do you have any existing research on the current methamphetamine issues in South Dakota, including top counties, success of current/past efforts, etc.? – Data resources to review include the following: Crime in South Dakota Reports <https://atq.sd.gov/docs/SAC2018CSD%20black%20and%20white.pdf>; National Survey on Drug Use and Health <https://www.samhsa.gov/data/data-we-collect/nsduh-national-survey-drug-use-and-health>, Treatment Episode Data Set (TES) <https://www.samhsa.gov/data/sites/default/files/cbhsq-reports/TEDS-2017.pdf>, and/or the Youth Risk Behavior Survey (YRBS) <https://www.cdc.gov/healthyyouth/data/yrbs/data.htm#2017>
- 26) If multi-language development is needed, do you have internal translation resources? – Internal resources are available.
- 27) Current Campaign
- How do you believe “Meth Changes Everything” has been received by the target audience? - The “Meth Changes Everything” campaign created an initial awareness to Methamphetamine in South Dakota. Refer to the *Meth Final Campaign Overview* report document for more information.
 - What worked/is working well? - The campaign has primarily been driven through social media, which has increased awareness to target youth.
 - What didn’t work as well? - The campaign being primarily driven through social media, also limits audience members.
 - How long does the current media plan run through? - The most recent flight of the “Meth Changes Everything” campaign ran from January 1, 2019- May 31, 2019.
 - Do you have any partnerships in place that we should be aware of? - No
 - Are you looking to extend the current campaign via the RFP? Or are you anticipating an entirely new campaign? - With the new funding amount being much larger than the original campaign, proposals should include

recommendations on how best to maximize the impact which can include original material, but it is not required.

- g. If you are anticipating a new campaign, why did you choose to end “Meth Changes Everything?” - Meth use as well as arrest rates continue to be a concern in South Dakota. With the increased funding, there is an opportunity to do a much more comprehensive public awareness campaign than originally funded.
 - h. Are there any elements that you would like incorporated into the new campaign, or continued concurrently with a new campaign? – See response to 27f.
 - i. Are there any other drug prevention campaigns you’ve seen that you particularly like? - No
 - j. Don’t like? – The funding must support best practices in raising awareness.
 - k. Why? – See response to 27j.
 - l. Is there an anticipated in-market launch date for this campaign? – A fall 2019 launch date is expected.
 - m. *How have you approached your media relations efforts in the past? – The past campaign was primarily a social media campaign, and focused efforts on press releases and a Governor’s column.
 - n. *Do you see any potential opportunity to build upon or connect with the other SDDSS campaign “Avoid Opioids” <https://www.avoidopioidsd.com/> as part of these efforts? -The State is open to building upon or connecting with existing campaigns.
- 28)What are your existing digital properties (websites, social media platforms, etc.) for South Dakota methamphetamine awareness? – Existing digital properties include Methchangeseverything.com, Meth Changes Everything Facebook and Instagram accounts, as well as Snapchat and Spotify advertising materials.
- 29)Do you have any insight into how methamphetamine usage may differ in South Dakota versus other states in the Midwest? – According the most recent 2017 National Survey on Drug Use and Health (NSDUH) report, South Dakota has the second highest percentage of individuals 12 and older who used methamphetamine in the past year compared to surrounding states. Please see <https://www.samhsa.gov/data/report/2016-2017-nsduh-state-specific-tables> Methamphetamine is the primary factor contributing to the rising number of children requiring Child Protection Services intervention in over 50% of the cases.

- 30) Section 4.3 states “The offeror May be required to submit a copy of their most recent independently audited financial statements.” Is this a requirement for this RFP? - This is not a requirement of the RFP at this time. Entities may be asked to submit copies of financial statements later.
- 31) Why do you want/need a new campaign? – Meth use as well as arrest rates continue to be a concern in South Dakota. With the increased funding, there is an opportunity to do a much more comprehensive public awareness campaign than originally funded.
- 32) Can you tell us who created the existing campaign? – The previous campaign was created by Epicosity.
- 33) Who is on your team? – South Dakota's team will consist of a variety of agencies spanning from Department of Tribal Relations to the Governor's Office.
- 34) What resources do you have? – State resources are available to support this campaign. A state point of contact will be assigned to this campaign to assist with coordination of efforts.
- 35) Have you seen prevention and recovery campaigns running in tandem? Or apart? – Yes, the current Avoid Opioid SD campaign is running prevention and recovery campaign concurrently.
- 36) Do you want to continue with the current “Meth Changes Everything” idea? -The State is not requiring proposals to utilize the current “Meth Changes Everything” campaign and is open to new campaign ideas. With the new funding amount being much larger than the original campaign, proposals should include recommendations on how best to maximize the impact which can include original material, but it is not required.
- 37) What learnings can you share about your recent partnership with advertising agencies; for example, what has worked really well and what areas have been more challenging? - We do not have anything to share.
- 38) Specifically, what are the qualities you are looking for in an agency partner? – At minimum, knowledge of effective awareness campaign strategies, flexibility and able to work within department timelines and processes.
- 39) How would you define what is most important to you in the process—creative, strategy, cultural fit, category experience, overall experience? – All of these elements are important, we see the overall experience and success of the campaign being heavily important.

- 40) With whom would the agency work with on a day-to-day basis? Who is on the primary client team, and what are their roles? – The team will consist of representatives from the Governor's Office, Department of Public Safety, Department of Tribal Relations, Department of Education, and Department of Social Services. Subject matter experts from each Department as well as policy and communications staff will be utilized to support the project.
- 41) How is the marketing team at the Department of Social Services, Division of Behavioral Health structured? How does this team collaborate with the Governor's communications team? – The Department of Social Services utilizes a Communications Director to assist with communications. In addition, they will work closely with the Governor's communication team.
- 42) How would you describe the State's current communications/PR work on this program? - The current work is being done under the Meth Changes Everything campaign.
- a. Will the agency be responsible for continuing school and community presentations that were part of Meth Changes Everything? -No
- 43) Are you able to share with us who will be on the agency evaluation committee? – The committee is currently being assigned.
- 44) Are there creative briefs or a creative strategy document we are able to review as part of developing our RFP response? – No
- 45) What does the current creative process look like? What turnaround times are there for new assets if needed? - A proposed time table should be included in the proposal.
- 46) How extensive is your asset library and what do you feel needs to be added? Are we able to review the current asset library? - Proposals should include recommendations on what should be maintained in an asset library. Currently, it is limited to the Meth Changes Everything campaign materials.
- 47) Are reach and engagement the primary success metrics? If so are there benchmark metrics you can share? – See response to question 16 b i.
- 48) Has there been previous media/digital reporting and, if so, can the State share them? – Previous media/digital reporting is based on data analytics from social media sites and website metrics. Refer to the *Meth Final Campaign Overview* report document for more information.
- 49) What platforms have been used for reporting and how regularly? – Platforms include Facebook, Instagram, Spotify Advertisements, Snapchat Advertisements, and

website. Metrics were shared monthly.

- 50) Is there a current web development partner providing site maintenance and updates? – Yes
- 51) Does the State intend to retain the www.nomethever.com site? – This site is monitored and maintained by the Office of the Attorney General and is unrelated to this RFP.
- 52) How will this effort work in concert with the Office of Attorney General and other law enforcement agencies efforts to curb methamphetamine use? - Proposals may include recommendations on how these efforts could work in concert with each other. Please see response to question #40 for additional agencies involved.
- 53) Does the state currently employ community manager monitoring social profiles? - No
- 54) Are paid search (SEM) and community management of your social platforms (outside of paid social media) components of this scope? - Yes
- 55) Can you share any performance of the Meth Changes Everything campaign? Refer to the *Meth Final Campaign Overview* report document for more information.
- 56) How much emphasis in regard to budget allocation and messaging have you put toward prevention, treatment and/or recovery messaging? – The Meth Changes Everything campaign was focused on prevention and awareness with a total budget of \$151,000.
- 57) Will we be required to use CDC or other existing creative? – There is no requirement to use existing CDC or other creatives, but recommendations from the CDC should be considered.
- 58) Do educators receive materials to identify and address the hazards of meth use? - Information is available to educators including the materials produced as part of the Meth Changes Everything campaign.
- 59) Because of the contract length (9 months) has the state identified seasonal trends with meth use? – No
- 60) Is it expected that the vendor will utilize any existing concepts or materials from the prior campaign, Meth Changes Everything? Or is the vendor expected to develop a new campaign? - The State is not requiring proposals to utilize the current “Meth Changes Everything” campaign and is open to new campaign ideas. With the new funding amount being much larger than the original campaign, proposals should include recommendations on how best to maximize the impact which can include

original material, but it is not required.

- 61) When is it anticipated that the campaign will launch? – Fall 2019
- 62) Is there a percentage of the budget that is expected to be allocated to media purchasing? – No budget allocation has been set.
- 63) What is included in the “clerical support” task listed under Additional Charges in Attachment B? – Clerical support may include office staff who handle administrative work such as answering phones, running errands, etc. related to the campaign.
- 64) Should budget information be submitted in Section 4.12 Fee Schedule or in Attachment B? How does the fee schedule differ from Attachment B? – Total budget information should be submitted in Attachment B. The Fee Schedule may include the cost per hour for designated personnel.
- 65) Can you clarify section 4.0 #4.3 regarding independently audited financial statements? In what scenario would the offeror be required to submit this information? – Audited financial statements may be used as part of the selection process, if needed. Currently, financial statements are not a requirement of the RFP. Entities may be asked to submit copies of financial statements at a later time.
- 66) Section 4.0 #4.7 requires submission of a creative portfolio. Is a portfolio website acceptable? - No, portfolio only websites are not permitted. A physical portfolio must be submitted but may provide weblinks to online examples.
- 67) Section 4.0 #4.5 - Can you clarify if you would like three previous AND three current contracts listed? Or if three total contracts is sufficient? Will these clients be contacted to provide references during the evaluation process? – Three total contracts must be provided. Identified clients may be contacted as part of the evaluation process.
- 68) Section 4.0 #4.5 - Can you clarify the parameters on listing service/contracts terminated, expired, or not renewed? We are a large organization with hundreds of contracts for a broad range of services and listing all expired contracts would be cumbersome. Would it be sufficient to list only expired contracts relevant to this SOW (i.e. marketing projects)? – Only three current or previous contracts are required to be submitted.
- 69) Is there a desire for the offeror to engage the community in disseminating the campaign materials, through training or other mechanisms? – Offerors can propose strategies to achieve maximum campaign impact.

- 70) Some sections have specific page limits while others do not. Is there a total page limit? – **There is no total page limit.**
- 71) Are there potential dates for the oral presentations? – **Not at this time.**
- 72) Should resumes for key staff be included in Section 4.4.1 or can they be included as an appendix? – **Key staff must be listed in section 4.4.1. Resumes or additional documents related to key staff identified in the proposal may be included as an appendix.**
- 73) What resources or services for prevention, treatment, and recovery will the campaign refer to? – **Please see the <https://dss.sd.gov/behavioralhealth/community/> for resources.**
- a. Will the offeror have access to program staff to inform the campaign? - **Yes**
- 74) To what extent, if any, would the offeror be expected to coordinate with other existing substance use campaigns in the state? – **The offeror may be expected to coordinate media messaging and/or activities related to the project with existing substance use campaigns.**
- 75) Would the state be able to connect us to service providers and community-based organizations to assist with recruitment for formative research? - **Yes**